



**ashp**<sup>®</sup> **MIDYEAR** 2024  
Clinical Meeting & Exhibition

**New Orleans | December 8-12**  
**Exhibit Dates: Dec. 9-11**

# There's Nothing Like It

## **SPONSORSHIP & MARKETING OPPORTUNITIES**

Leverage the investment you put into exhibiting by taking steps to help drive traffic to your booth.



# There's Nothing Like It



## STAND OUT IN THE CROWD

If branding, lead generation, and market visibility are important to your organization, the sponsorship opportunities available at the ASHP Midyear Clinical Meeting & Exhibition are exactly what you need.

**O**ver 20,000 pharmacy professionals will be exposed to your message. ASHP has developed sponsorship packages which include even more benefits and exposure! Choose from our menu of sponsorship items and opportunities that will best support your objectives and budget as you develop strategies to drive traffic to your booth and engage with your customers.

### SPONSORSHIP PACKAGES AND OPPORTUNITIES INCLUDE:

	Diamond \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Other
Premium Upgraded Exhibitor Listing	●	●			
Extended Upgraded Exhibitor Listing			●		
Floor Sticker in front of company booth recognizing your support	●	●	●	●	
1 Priority Point per \$2,500 Sponsorship Dollars	●	●	●	●	●
Company logo on ASHP Midyear Clinical Meeting website recognizing your support	●	●	●	●	●
Company logo in Exhibitor Directory	●	●	●	●	●
Thank you signage throughout the meeting in high traffic areas	●	●	●	●	●
Recognition in the Onsite Program Book	●	●	●	●	●
Recognition in the Attendee and Exhibitor Meeting Newsletter	●	●	●	●	●

# SPONSORSHIP OPPORTUNITIES

## CANOPY DIGITAL ADVERTISING

**\$50,000** (Limited Availability)  
Recognition: Corporate or Brand

Promote your message on screens throughout the Convention Center! Reserve advertising space now to showcase your static image ad on six captivating units, each featuring two screens on three newly renovated porch areas. Your ad will rotate with ASHP and other meeting sponsor ads, ensuring maximum exposure.



## STACKED CUBES

**\$20,000**  
Recognition Corporate or Brand

These stacked meter cubes offer a unique opportunity to promote your messaging on all four sides of the three cubes. Cubes will be placed in high-traffic areas of the Convention Center.



## BATHROOM CLINGS

**\$15,000**

Do not miss this opportunity to place your branding in front of a captive audience! Cling will be placed on the mirrors of Expo Hall or Lobby areas.



## RIBBON WALL

**\$9,500**

Spark engagement at Midyear and support the Ribbon Wall, which allows attendees to personalize their badges with ribbons.

## SHUTTLE BUS CLINGS

**\$125,000** (Exclusive Sponsorship)  
**\$75,000** (Co-sponsorship)  
2 Available  
**\$40,000 - Headrests**  
(Exclusive Sponsorship)  
Recognition: Corporate or Product



Shuttle bus branding puts you in front of thousands of meeting attendees as well as local professionals during their daily commute around the city. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the convention center at the end of the day. The sponsor will receive a 2' x 16' banner on the curb side of the shuttle pickup (estimated 30-35 buses) and drop off location at the convention center. Cost of production included.

## HEADSHOT STUDIO

**\$75,000** (Exclusive Sponsorship)

The Headshot Studio offers

you  
mal  
pro

**SOLD** in a  
ence.

Generate traffic to your booth by distributing tickets in the exhibit hall. Each ticketed participant will receive their digital photo via a customized email prominently featuring your logo.



OFFERINGS AND/OR PRICING  
IS SUBJECT TO CHANGE.

## NEW! INNOVATION LEARNING LABS

Call for Pricing

Take advantage of this unique opportunity to present your innovative products and services and educating prospective customers/attendees on solutions during a 15-minute theater presentation scheduled on the Exhibition Hall Floor. This convenient location allows attendees access to education while remaining close to all the action! For more information, contact John Barrett at [ashpexhibits@spargoinc.com](mailto:ashpexhibits@spargoinc.com) or 703.654.6490.



# SPONSORSHIP OPPORTUNITIES

## HOTEL KEY CARDS

**\$50,000** (Exclusive Sponsorship)

Make a first impression as attendees arrive! Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check in at the headquarter hotels. And, they'll continue to see your branding throughout the meeting dates as they access their hotel rooms.



## WI-FI ACCESS AT THE CONVENTION CENTER

**\$60,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Your support allows attendees to enjoy free wireless Internet throughout the meeting space and foyer area (does not include exhibit halls). Your corporate name and logo will appear on the onsite signage recognizing your support of this much valued service.



## LANYARDS

**\$55,000** (Exclusive Sponsorship)

Meeting participants will be **SOLD** / for available on

center and host hotels wearing the lanyards with your company name on them. Distributed at registration, you'll reach attendees early as they check in for the meeting.



## MOBILE APP

**\$60,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Capture the attention of attendees before, during and after the meeting by sponsoring the Live! app. Attendees will access session information, exhibit program details and logistical information through the mobile app. Each time an attendee launches the app your company logo will appear on the home page. Also, includes a sticky banner at the bottom of the screen.



## COLUMN WRAPS

**\$50,000** (Exclusive Sponsorship)

(Co-sponsorships Available)

Advertise your company on column wraps in prominent locations. Sponsor wrap will cover four designated columns in high traffic public areas of the convention center.



## SCHEDULE & ACTIVITY PLANNER

**\$40,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Distributed in the official meeting registration bag to every attendee, the Schedule & Activity Planner is a compact resource for the Midyear Clinical Meeting & Exhibition. The planner contains important need to know meeting information including: the meeting schedule-at-a-glance, meeting hotel map with shuttle schedule information, popular local restaurants and more! The sponsor will receive prominent recognition by receiving ad space on the inside front and back covers as well as a 2-page spread within the 4"x9" booklet.



Sponsorships are available to non-exhibiting companies. There is a \$5,000 surcharge for companies that are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the opportunities.

IMAGES ARE FOR SAMPLE PURPOSES ONLY.

# SPONSORSHIP OPPORTUNITIES

## MEETING REGISTRATION BAGS

**\$50,000** (Exclusive Sponsorship)

Recognition: Corporate or Product



This is an exceptional opportunity for your company's corporate or product where as attendees carry the **SOLD** tote to the convention center. Attendees will use these totes onsite and back in their workplace ensuring your branding will endure beyond the 4-day event. Sponsor will receive one complimentary insert inside the registration bag (subject to ASHP approval).

## RECHARGING STATIONS

**\$55,000** (Exclusive Sponsorship)

Support the popular charging stations placed in high traffic areas within the convention center and capture the attention of the attendees while they are tapping into your power source. Price includes print signage and electrical power on six recharging stations.



## AISLE SIGNS

**\$45,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Your logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate from one aisle to the next. Sponsorship includes two aisle signs per aisle in the exhibit hall, the production, installation and removal of all aisle signs.



## ESCALATOR CLINGS

**\$50,000**

Recognition: Corporate or Brand

Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runner, installation, and removal.



## BADGE SPONSORSHIP

**\$25,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Attendee **SOLD** presence as your logo will be on the back of each meeting badge and the self-registration kiosks screens as they check into the meeting.

## LOBBY BANNERS

**\$25,000**

Recognition: Corporate or Product

Make an impression as attendees first enter the convention center with this highly visible lobby banner. Fee includes banner production and labor (hanging) charges.



## ITINERARY PLANNER WEBPAGE BANNER (DIGITAL OPPORTUNITY)

**\$30,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

A dedicated webpage where attendees create their own schedule and print out presentation handouts (also viewable on the mobile app). Your logo will be front and center with a clickable banner ad.



## EXHIBIT HALL BANNERS

**\$18,000** 4 available

Banner size is 10' W x 5' L

Guarantee exposure and reach attendees with your message by securing one or more hanging banners in key locations within the Exhibit Hall. Fee includes banner production and labor (hanging) charges.



## CONTACT INFORMATION

**SPARGO, Inc.**

Email: [ashpexhibits@spargoinc.com](mailto:ashpexhibits@spargoinc.com)

In the United States: 800-564-4220

International Callers: 1-703-631-6200

# SPONSORSHIP OPPORTUNITIES

## LUGGAGE AND COAT CHECK

**\$16,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Support complimentary luggage and coat check at the convention center allowing attendees to store personal property while attending the meeting. Your support will be recognized on signage.



## FLOOR STICKERS

**\$15,000** 12 stickers each (2 available)

Lead attendees to your booth. Make an impression with your company branding and messaging on a 3' x 3' carpet sticker as attendees enter the Exhibit Hall take the escalator, or walk the aisles. Limit one carpet overlay sponsorship per company with up to two designs.



## PARK BENCHES

**\$15,000** 2 available

Recognition: Corporate or Product

Stand out in the Exhibit Hall with your company branding on park benches placed down the heavily trafficked main cross aisle. Each opportunity includes 4 benches back-to-back. Each set of benches will include signage on each bench and one 2'x2' floor decal on the aisle carpet in front of the forward facing bench.



## WINDOW CLINGS

**\$12,500**

Cling size 2'x2' (2 available)

Recognition: Corporate or Product

Present your company branding in front of all meeting attendees as they stroll the convention center halls. This can't miss branding opportunity is a sure way to capture the attention of all individuals at the meeting.



## YOU ARE HERE SIGNS

**\$10,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

These free-standing signs are placed in high traffic areas in the exhibit hall. Your messaging is sure to be noticed with the large panels featuring your corporate or product advertising assisting attendees as they navigate around the hall.

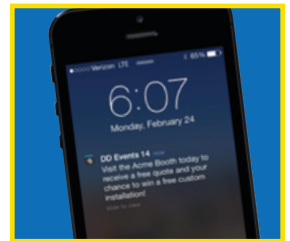


## PUSH NOTIFICATIONS ON THE MOBILE APP

One - **\$8,000**, Two - **\$14,000**

Limited to ten total

Reach over 14,000 mobile app users at the conference with your branded message. You choose the specific time and day that your message is delivered.



## TABLE CLINGS

2 opportunities available

**\$10,000** 10 Tables

Recognition: Corporate or Product

Attendees will take note of your messaging while they stop to take a break, have some refreshments, and network with their colleagues within the exhibit hall. Includes ten 3' round pedestal table top clings and production/installation costs.



## METER BOARDS

**\$12,000** 2 available

Recognition: Corporate or Product

Deliver your brand **SOLD**. Your boards will be placed outside the exhibit hall and be seen as the attendees walk the convention halls. Includes three meter boards. Limit one sponsorship per company.



OFFERINGS AND/OR PRICING IS SUBJECT TO CHANGE.

# ADDITIONAL OPPORTUNITIES

## PROMOTIONAL THEATERS AND SYMPOSIA

Promotional theaters are non-continuing education opportunities for commercial organizations to present information about their products, services, and therapeutic areas to educate attendees and end users about solutions. Midday or Satellite Symposia opportunities are industry supported continuing education programs held during times which do not conflict with ASHP sessions. For more information on these program opportunities, contact Michelle Rasnick Tyler at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org).



[View Promotional Theater Guidelines](#)

[View Midday Symposium Guidelines](#)

[View Satellite Symposium Guidelines](#)

## VIP DEMOS

**\$4,400**

Invite the attendees to your booth pre or post official show hours to demo your product and services.

## MEETING REGISTRATION BAGS INSERT

**Exhibitor rate: \$12,300**

**Non-exhibitor rate: \$17,400**

Get your name in front of 15,000 meeting participants with an insert in the Meeting Bag. This is a perfect opportunity to promote product and services, booth activities, promotional theaters and satellite symposia.

## EXECUTIVE SUITES

**\$9,500**

Purchasing an Executive Suite gives you the opportunity to create a staff lounge, hold staff meetings, meet privately with attendees, and more, all within close proximity to your booth.

## EXHIBITOR PROFILE LISTING PACKAGES

**Enhanced \$900**

**Premium: \$1,500**

Stand out on the ASHP Midyear Clinical Meeting & Exhibition website and mobile app by enhancing your exhibitor profile listing.

- **Enhanced:** includes expanded company description with an additional 400 characters, company logo, and ability to upload 5 press releases online and on the mobile app.
- **Premium:** includes items in enhanced package plus rotating logo on exhibits page of the ASHP Midyear Clinical Meeting & Exhibition website, video uploads and up to 3 product photos posted online.

## DEPOSIT AND PAYMENT TERMS

- February 8, 2024... 50% due for applications submitted prior to February 8, 2024, balance due April 4, 2024.
- February 8, 2024 – April 4, 2024... 50% due with application, balance due April 4, 2024
- After April 4, 2024 – 100% due with application

## CONTACT INFORMATION

**SPARGO, Inc.**

Email: [ashpexhibits@spargo.com](mailto:ashpexhibits@spargo.com)

In the United States: 800-564-4220

International Callers: 1-703-631-6200

## CANCELLATION POLICY AND PENALTIES

Sponsor agrees and understands that notification of intent to cancel the Sponsorship Contract must be provided in writing. Cancellation of exhibit space will automatically void Sponsorship Contract and penalties will apply or sponsor agrees to pay the surcharge as a non-exhibitor of \$5,100

Cancellation penalties upon written notice of cancellation from Sponsor:

- Through February 7, 2024 - No Cancellations
- February 8, 2024 - April 3, 2024 - 50% of Exhibit Space Rental Fee
- On or after April 4, 2024 – 100% of Exhibit Space Rental Fee

**ashp** MIDYEAR 2024  
Clinical Meeting & Exhibition